



# Essential Gift

## Your unique gift card – from start to finish

The smartest solution is not always a one-size-fits-all approach. Valutec gives companies of all sizes the tools to grow. The Valutec platform enables you to choose the package that's right for you today and grow with you as your business grows.

Essential Gift helps to build your program's foundation with sophisticated gift and rewards components designed to enhance the customer experience and drive revenue. Using gift and cashback rewards, the Essential Gift package includes tools to help get your gift program off the ground.



### Gift cards can be Prepaid Cashback Cards

Offering cashback rewards can incentivize customers to reload their cards, further driving brand loyalty and sales. A single-use gift card now becomes the customer's preferred prepaid card payment method. With the encouragement of built-in rewards, they'll keep coming back again and again.

## The value of Essential Gift

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### Gift Card Processing

Valutec provides reliable gift card solutions for businesses of all sizes, offering:

- On-site card loading
- Seamless migration from existing programs
- Multi-location reconciliation

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### Cashback rewards

Set a cashback reward for customers every time they use their gift card to purchase, reload or both. The cashback reward is automatically added to the customer's gift card to use on future purchases. Cashback rewards create consumer loyalty, encouraging repeat business.

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### Card reload and registration

- **Reload Options:** Auto or manual balance reloads
- **Prepaid Upgrade:** Turn gift cards into prepaid solutions
- **Card Registration:** Online registration with replacement for lost/stolen cards

## Real results for your business



### Boost Customer Loyalty

Drive repeat visits and increase customer retention with flexible gift card programs that keep your brand top-of-mind.



### Increase Revenue

Gift cards encourage higher spending and attract new customers, creating a steady stream of additional income.



### Enhance Brand Visibility

Drive repeat visits and increase customer retention with flexible gift card programs that keep your brand top-of-mind.



### Simplify Operations

Streamlined gift card management and reporting tools make it easy to track sales, balances, and performance in real time.

# 72%

of customers spend more than the value of their gift card when redeeming it.

# 35%

increase in revenue through upselling and repeat visits.

**The Complete Gift Card Solution** for growing your business. Empower your brand with tools that attract new customers, keep loyal ones coming back, and make every transaction effortless.



### Essential Gift

your everyday gift and loyalty



### Digital Gift Plus

take your gift marketing program to the next level with online gift cards



### Loyalty Plus

maximize your reach and strengthen your online presence with the premium loyalty plus package

## Ready to create loyal and satisfied customers?

Contact me below: